

Chairman's Report

2020

CBA Annual General Meeting: 13 November 2020 Chairman's Report



We bring you our chairman's report while (still) in the midst of a world turned on its head. Looking back at the past few months, it is clear that we embraced the many challenges. And you know what they say: South African Chenins are a lot like South Africans themselves – vibrant, resilient and readily responsive to changing circumstances. Both the vines and the people put down deep and tenacious roots. It's how we overcome adversity and even flourish under stress.

Highlighted below are but a few of the many events and accolades of this past year.

The Chenin & Pizza Party at the Grand Africa & Beach on 15 January 2020

A big party in summer was the ideal way to celebrate Chenin Blanc and we had a very successful event on 15 January at Grand Africa Café & Beach. The producer allocation was fully booked within a few days and we had to close ticket sales on the morning of the event. Our hashtag #CheninParty2020 also had an outstanding debut, generating a unique reach of 139 159 people and over 409 000 impressions on 15 January.

Woordfees Tasting 06 March 2020

Tertius Boshoff of Stellenrust presented the Top 10 Challenge winning wines of 2019. This was a great tasting. Both the Standard Bank and Agri-Expo were super happy and gave very positive feedback.

The Agri-Expo Cheese Festival

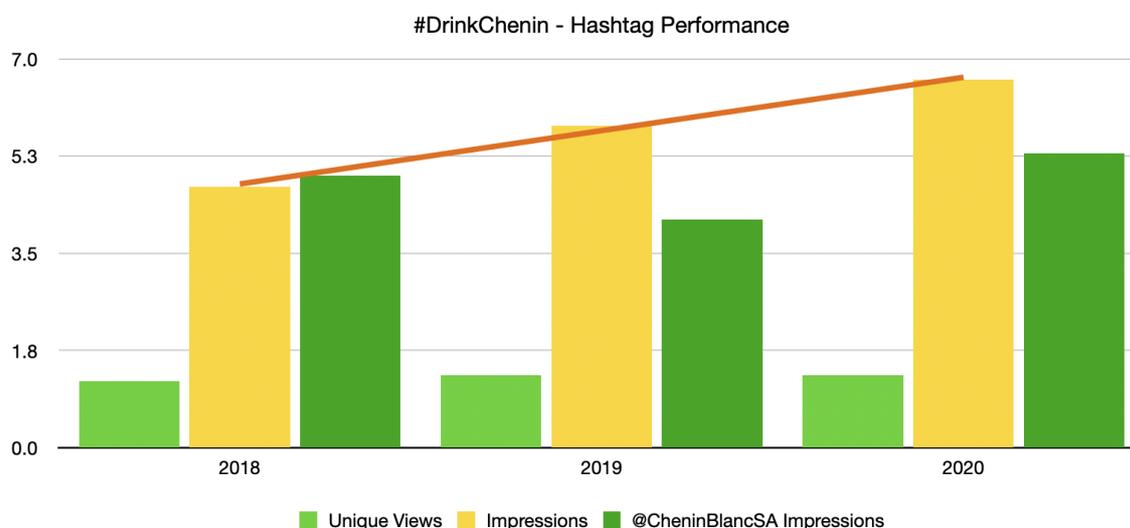
The biggest outdoor culinary event in Africa, the 2020 South African Cheese Festival, was also cancelled due to the national ban on gatherings of more than 100 people. Embracing the new 'norm', they simply decided: "No problem... We're coming to you!" Alvi and Junel van der Merwe of Alvi's Drift Wines, together with the CBA, presented an exclusive virtual tasting, pairing their Chenin Blanc with Ladismith Cheese.

#DrinkChenin Day 15 June/CBA Social Media

At the very beginning of the campaign planning in March, we knew that it would be quite a different playing field with the global pandemic and its extended effects here at home. We took the strategy to own the reopening of the wine industry and positioned our marketing to encourage South Africans to do so with Chenin Blanc – and celebrate with Chenin Blanc they did!

Our video and new proudly South African #DrinkChenin branding spoke to the heart of 'local is lekker' and created a sense of national spirit and camaraderie. We had **25 955** video views in June on Facebook (solely due to the #DrinkChenin video campaign).

It was our most successful year on social media to date, with far higher participation and engagement both from local and international accounts (consumers, retailers, producers and trade) than ever before. The chart below highlights the performance of the official #DrinkChenin hashtag on Twitter for the past three years.



Impressions (total number of views) increased to **6.62 million** - meaning that more #DrinkChenin related tweets were seen overall (the story is being told and heard!). Of these impressions, @CheninBlancSA shares first place at **contributing 1.4 million of them** (tied with Miguel Chan who also generated 1.4 million). CheninBlancSA's own impressions (total number of views) increased to **5.33 million** (up from 4.1 million in 2019) – meaning that our own content, or mentions of the Chenin Blanc Association, **increased by 30%**.

Several Webinars/IG Live chats took place: Ken Forrester with Evelyne de Pontbriand of Domaine du Closel, Adi Badenhorst in conversation with Vincent Carême of Domaine Vincent Carême and Corlea Fourie with Sarah Hwang of Domaine Huet.

The 7th Annual Standard Bank Chenin Blanc Top 10 Challenge

The spread of vineyards contributing to this year's line-up of Standard Bank Chenin Blanc Top 10 Challenge winners shows just how adaptable the grape is. From Stellenbosch to Worcester, Breedekloof and the cooler-climate Durbanville, these wines really do demonstrate Chenin's ability to successfully put down roots in a variety of growing conditions.

The oaking was extremely well handled and the younger fresher styles also came through this year. Notably, there was one stellar unwooded wine in the final Top 10. This shows that oak is not needed to perform at the highest level.

There were three newcomers to the Top 10 line-up. First-timer Alvi's Drift delivered two of the winning wines; other producers to debut were Badsberg and Kaapzicht.

The winners, in alphabetical order, were:

- Alvi's Drift Private Cellar 221 Chenin Blanc 2019
- Alvi's Drift Private Cellar Albertus Viljoen Chenin Blanc 2019
- Badsberg Wine Cellar Barrel Fermented Chenin Blanc 2019
- DeMorgenzon Reserve Chenin Blanc 2019
- Durbanville Hills Collectors Reserve The Cape Garden Chenin Blanc 2019
- Kaapzicht Kliprug Chenin Blanc 2019
- Mulderbosch Vineyards Single Vineyard Chenin Blanc Block S2 2018
- Spier Wines 21 Gables Chenin Blanc 2019
- Stellenrust Chenin Blanc 2019
- Stellenrust Stellenbosch Manor Barrel Fermented Chenin Blanc 2019

Special mention has to be made that Stellenrust is the only producer to have featured in every one of the Top 10 Challenge lists since the competition's inception in 2014 and DeMorgenzon has appeared every year since 2015.

Standard Bank awarded a cash prize of R25 000 for each of the winning wines, to be spent by producers on projects that reinforce economic and social benefits in the workplace. To date, a total of R1.55 million has been utilised for these projects.

Dedicated marketing & PR campaigns structured around the Chenin Challenge (August to November 2020) are in place as there will be no physical handover events. The announcement of Top10 winners was made by Dan Nicholl on his 'Dan Really Likes Wine' show. Dan has subsequently also chatted to the winning producers on his show.

A promotional video at one of the winning producers is in the pipeline. The video will, however, be emblematic of all producers and their spending of money to enhance the lives of their workers/and or their communities. The printed media coverage of the Top10 announcements currently totals R700 000 in value.

Several collaborative events with Standard Bank also took place in 2020, including participation in the Cheese Festival, and several Zoom consumer events for Standard Bank clients.

The Accolades

We are still waiting for the announcement of some awards. The 2020 IWSC Awards Ceremony will only take place on 18 November and the results of the Platter's South African Wine Guide of 2021 will be announced on 11 November. We are waiting in anticipation for these results. In the 2020 guide, there were 18 #CheninBlanc five-star winners, by far the biggest category.

Late announcement: 33 #CheninBlanc five-star winners in the 2021Guide

Tim Atkin South Africa Special Report 2020

Chenin Blanc was the standout grape with 32 Chenins scoring 95 points or more, and the 2019 Sadie Family Skurfberg Chenin Blanc from Olifants River a perfect score of 100 points.

Media and other coverage from across the globe

- Cru Magazine (Hong Kong), Spectacular SA
- Gilbert & Gaillard (France)
- Tim Atkin Report (UK)
- Curious Wines (UK), Queena Wong
- Dutch Wine Guide (The Netherlands)
- Le Tasting Room Blog Post (France), thanks again for you input Christa von La Chevalerie
- Wine Spot (China), Peggy Yang
- Der Feinschmecker (Germany)
- Wines of South Africa (WoSA) USA, Jim Clarke and other Managers - several podcasts/interviews

Top SA Chenin Blanc - 2020 Classification

TOP 20 TRACK RECORDS OVER PAST 10 YEARS WITH TOP 10 HIGHLIGHTED
<https://topwinesa.com>

Albertus Viljoen Chenin Blanc

Beaumont Hope Marguerite

Botanica Chenin Blanc

Cederberg Five Generations Chenin Blanc

David & Nadia Hoë-Steen Chenin Blanc

Delaire Graff Swartland Reserve Chenin Blanc
DeMorgenzon Reserve Chenin Blanc
Jean Daneel Signature Chenin Blanc
Jordan Inspector Péringuey Chenin Blanc
Kaapzicht 1947 Chenin Blanc
Ken Forrester FMC
Kleine Zalze Family Reserve Old Bush Vine Chenin Blanc
Kleine Zalze Vineyard Selection Chenin Blanc
Nederburg Anchorman Chenin Blanc
Perdeberg Dry Land Barrel Fermented Chenin Blanc
Sadie Skurfberg
Simonsig Chenin Avec Chêne
Spier 21 Gables Chenin Blanc
Stellenrust Barrel Fermented Chenin Blanc
Wildekrans Barrel Select Reserve Chenin Blanc

2021 and Beyond

The Chenin & Pizza Party – New venue and format?

A beach party at Grand Africa is hard to do with COVID protocols. People are not scared of eating out but crowding should be avoided. Perhaps a picnic, so people stay in their groups. Thus collect their wine and food and sit socially distant from other groups; a central area with food and then a large enough area where people can relax. Spier would be a good venue.

Summer of Chenin

Perhaps a ‘**Summer of Chenin**’ marketing campaign in all major cities, using restaurants where COVID protocols are in place as venues, could be considered. Chenin to be available by the glass, sold at a discount by the members to the restaurants, or a bottle of wine for free with a meal. Do deals based on volume (buy five cases, get one free).

- It does not have to be on-trade only. We can get retail outlets involved as well and Gauteng in the planning
- Align with Publik, as we need a champion and they are established as supporting small producers.
- Get the sommeliers on board, even if that means only 30 restaurants, and have a ‘Summer of Chenin’.

We will discuss this proposal in more detail during the AGM.

Karoo Stoep Tasting in Graaff-Reinet 27–29 May 2021

For the first time, we attended the Karoo Stoep Tasting in Graaff-Reinet (28–31 May 2020) where we showcased the 2019 Top 10 Challenge winners. Even though this was a scaled-down version, it was a very successful event and the tourism sector in the Karoo also received a great and much-needed kick-start. Next year, Nieu-Bethesda will be included in the event.

2nd International Chenin Blanc International Congress

The new tentative date for the congress is 02–04 November 2021 at STIAS in Stellenbosch. Nolene Nel, a go-to-market strategist, has been appointed as Project Manager for CBIC2021. During the lockdown period, she has worked religiously behind the scenes to build up an extensive database of Chenin producers around the world, including Western Australia (Swan Valley and Margaret River), the US & South America. Also collaborating regarding a new agreement with the City of Angers and also working on several logistics, the format to include a hybrid congress, translators, and preparing several sponsorship proposals.

Finances/Membership

We now have 145 members.

As indicated in the Financial Statement, the 2020 Sponsorship payment was done only in early July. The reason for this was the impact on the legal department during the lockdown, we had to wait much longer than anticipated for the new contract to be finalized.

Support Partners

A very special thanks again to WoSA –we had wonderful support again this year, especially during the #DrinkChenin Day campaign.

The importance of Chenin Blanc for the industry also continues with the ongoing support of Winetech and the research projects. the Institute for Wine Biotechnology, Stellenbosch University, in collaboration with the CBA, has conducted ongoing research projects on this variety.

Thanks also to all the members of the working committee, manager Ina Smith and Christina Harvett, who manages our finances. Thanks also to Nolene Nel, Tessa de Kock (Tessa de Kock PR) and the August Collective who assisted with the news releases, and Jan Sleet (Sleet Consultancy) who assisted with the media at the Chenin Party.

One thing that we do know is to stay calm and drink Chenin!

Kind regards,

Ken

Ken Forrester Vineyards: 10 November 2020